YOUTUBE STATS YOU NEED TO KNOW IN 2020





Over 90% of users say they learned about a brand or product on YouTube



IN THIS DECK

YOUTUBE STATS YOU NEED TO KNOW IN 2020

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YouTube has over 1.9 billion monthly active logged in users

SOURCE: YOUTUBE



KIND OF A BIG DEAL

// YouTube is the <u>2nd largest search engine</u> and the <u>2nd most</u> <u>visited/trafficked website</u> in the world behind its parent company Google.

// YouTube is the 2nd most popular social platform behind Facebook.

One Billion

1B

Hours of video watched on YouTube every day, which is more than Netflix and Facebook videos combined One Billion

1B

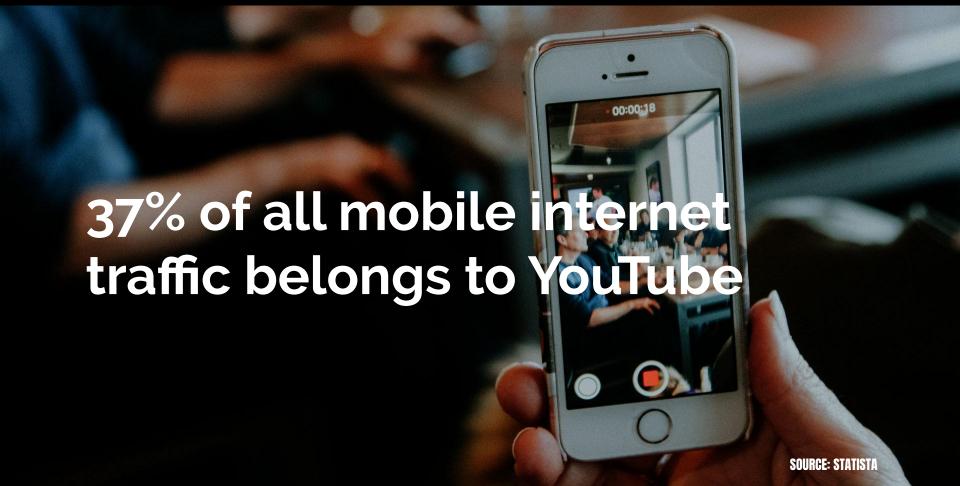
Number of users YouTube haswhich amounts to almost one-third of all internet users **Thirty Million**

30M

Number of active users on YouTube every day

SOURCE: YOUTUBE



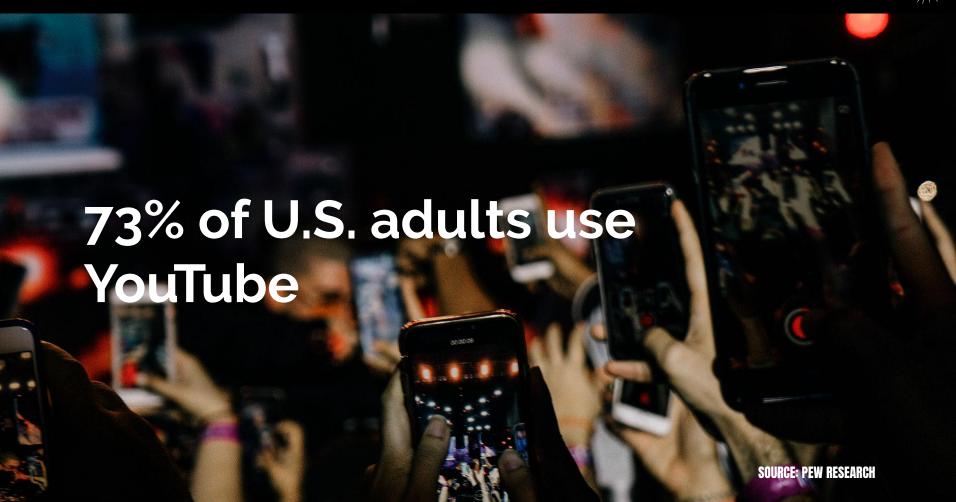




YOUTUBE MOBILE STATS

- On mobile devices alone, YouTube reaches more adults aged 18-49 during prime time than any cable network does in an average week.
- 75% of adults report watching YouTube on their mobile devices.
- More than 70% of YouTube watch time is generated from mobile devices.
- YouTube mobile ads are 84% more likely to hold attention than TV ads.
- Over 50,000 years of product review videos have been watched on mobile devices over the past two years.
- In 2018, YouTube was the most popular IOS app.







YOUTUBE DEMOGRAPHIC STATS

- Over 90% of 18-44 year old American internet users watch videos on YouTube.
- Over half of American internet users who are aged 75 and over watch videos on YouTube.
- Over 50% of YouTube's audience is female.
- 59% of Generation Z (16-24-year-olds) have increased their YouTube usage since last year.
- 46% of millennials (25-34-year-olds) have increased their YouTube usage since last year.
- Millennials prefer YouTube 2 to 1 over traditional television.
- 95% of global internet population watches YouTube.



YOUTUBE DEMOGRAPHIC STATS

- 70% of millennial YouTube users watched a YouTube video to learn how to do something new or learn about something they're interested in.
- 15.8% of YouTube users are from the United States.
- YouTube attracts the most visitors from the United States, India, Japan, Russia, and China.
- YouTube is available in more than 91 countries.
- YouTube is available in 80 different languages.



37% of the coveted 18~34 year old demographic binge watch on YouTube



YOUTUBE SUBSCRIBER GROWTH STATS

- The number of channels with more than 1 million subscribers increased by more than 75% since 2017.
- The number of YouTubers who earn six figures per year has increased by more than 40% since 2017.
- The number of YouTubers who earn five figures per year has increased by more than 50% since 2017.
- The top ten YouTubers earned 42% more revenue in 2018 compared to 2017.
- PewDiePie is the most popular YouTube channel, with 85 million subscribers.
- The most popular branded YouTube channel is LEGO, which has over 7.1 million subscribers and has received over 8.7 billion views.



Average viewing session lasts more than 40 minutes



YOUTUBE USAGE STATS

- YouTube users collectively watch over 46,000 years of content each year.
- 68% of YouTube users watched a video to help them make a purchase decision.
- 80% of YouTube users who watched a video to help them make a purchase decision said they watched the video at the beginning of the shopping process.
- 95% of the most popular YouTube videos are music videos.
- 47% of on-demand music streaming was listened to on YouTube.
- There are twice as many small- and medium-sized businesses advertising on YouTube since 2016.



YOUTUBE USAGE STATS

- Four times as many people prefer watching video on YouTube rather than on social media platforms.
- YouTube users watch more than 180 million hours of content on TV screens every day.
- YouTube users are three times more likely to prefer watching a YouTube tutorial video compared to reading the product's instructions.
- "Relaxing" and "feeling entertained" are the top two reasons viewers watch YouTube.
- Relaxation videos like soap cutting and slime playing experienced a 70% increase in watch time in 2018.
- Comedy, music, entertainment/pop culture, and "how to" are the four most popular content categories on YouTube.



88%

88% of marketers planned to use YouTube in their marketing strategy in 2019.

YouTube has tremendous reach, but finding people with so many other videos vying for eyeballs is the tricky part. Yet, marketers find overwhelming success on YouTube. Out of the <u>87 percent</u> of marketers who have published video content on YouTube, a whopping <u>80 percent found it to be an effective strategy</u>.



Thank you!

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